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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/083,359	02/27/2002	Masahiro Kageyama	H-1038	9183

7590 05/22/2007  
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1800 Diagonal Road  
Alexandria, VA 22314

EXAMINER
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VAN BRAMER, JOHN W

ART UNIT	PAPER NUMBER
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3622

MAIL DATE	DELIVERY MODE
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05/22/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/083,359	<b>Applicant(s)</b> KAGEYAMA ET AL.	
	<b>Examiner</b> John Van Bramer	<b>Art Unit</b> 3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 27 February 2002.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-8 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-8 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 27 February 2002 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)   | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date <u>22702, 40902, 42607</u> . | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

***Priority***

1. Receipt is acknowledged of papers submitted under 35 U.S.C. 119(a)-(d), which papers have been placed of record in the file.

***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-8 are rejected under 35 U.S.C. 102(e) as being anticipated by Kitsukawa et al. (U.S. Patent Number: 6,282,713)

Claim 1: Kitsukawa discloses an information linking method in which:

- a. A first terminal device
  - i. receives or retrieves first content of interest rendered by media (Col 6, line 19 through Col 7, line 21)
  - ii. sends first information to identify said first content, first target area selected to define a part or all of an object from said first content, and

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messages to a server equipment across a computer network (Col 7, lines 22-40)

b. the server equipment

i. receives;

(1) said first information to identify said first content, (Col 5, lines 25-55)

(2) said first target area selected, (Col 5, lines 25-55)

(3) said messages, (Col 5, lines 25-55)

ii. generates information related to the object from the content from a part or all of said messages received (Col 8, lines 17-57)

iii. interlinks and registers

(1) said first information to identify said first content, said first target area selected (Col 8, lines 17-57)

(2) the information related to the object from the content into a database. (Col 8, lines 17-57)

Claim 2: Kitsukawa discloses an information linking method as recited in claim 1

wherein:

a. Said server makes up a group of two or more terminal devices including said first terminal device and a second terminal device and sends said messages received to one or more terminal devices including said second terminal

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device, belonging to said group, across the computer network. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)

- b. Said second terminal device receives and outputs said messages. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)

Claim 3: Kitsukawa discloses an information linking method as recited in claim 1 wherein:

- a. Said server registers advertising keywords and advertising information specified or requested by an advertiser into the database, determines whether said advertising keywords are linked with said information related to the object from the content, sends said advertising information to terminal devices across the computer network when it has been determined that at least one of said advertising keywords is linked with said information related to the object from the content. (Col 5, lines 25-55; and Col 8, lines 17-57)
- b. Terminal devices receive and output the advertising information. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)

Claim 4: Kitsukawa discloses a terminal device comprising:

- a. Means for inputting content of interest rendered by media. (Col 6, line 19 through Col 7, line 21)
- b. Means for obtaining information to identify the content. (Col 6, line 19 through Col 7, line 21)

- c. Means for obtaining target area selected. (Col 8, lines 17-57)
- d. Means for inputting messages. (Col 8, lines 17-57)
- e. Means for transmitting said information to identify the content, said target area selected, and the messages across a computer network. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)
- f. Means for receiving and outputting information related to an object from the content across the computer network. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)
- g. Means for displaying said content of interest on which the object is identifiable within said target area selected and the information related to the object, wherein linking of the object and the information is intelligible. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)

Claim 5: Kitsukawa discloses a server equipment comprising:

- a. Means for receiving first information to identify content of interest, first target area selected, and messages transmitted from a first terminal device across a computer network. (Col 6, line 19 through Col 7, line 21)
- b. Means for generating information related to an object from the content from a part or all of the messages. (Col 6, line 19 through Col 7, line 21)
- c. Means for interlinking and storing said first information to identify content of interest, said first target area selected, said messages, and said information related to an object from the content into a database. (Col 8, lines 17-57)

- d. Means for receiving and storing a set of second information to identify content of interest and second target area selected, transmitted from a second terminal device across the computer network, into the database. (Col 6, line 19 through Col 7, line 21)
- e. Means for matching said first and second information to identify content of interest and said first and second target areas selected. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)
- f. Means for sending said messages and/or said information related to an object from the content to said second terminal device across the computer network if matching for both couples is verified as the result of the matching. (Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)

Claim 6: Kitsukawa discloses a server equipment as recited in claim 5 further comprising:

- a. Means for registering advertising keywords and advertising information specified or requested by an advertiser into a database. (Col 5, lines 29-55; and Col 8, lines 17-57)
- b. Means for determining whether said advertising keywords are linked with said information related to an object from the content. (Col 8, lines 17-57; and Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)
- c. Means for sending said advertising information to said first or second terminal device across the computer network when it has been determined that at least

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one of said advertising keywords is linked with said information related to an object from the content. (Col 8, lines 17-57; and Col 11, line 62 through Col 12, line 20; and Col 13, lines 10-31)

Claim 7: Kitsukawa discloses a server equipment as recited in claim 6 further comprising marketing information analysis means for generating marketing information, based on statistics obtained from any of said first information to identify content of interest, said first target area selected, said messages, said information related to an object from the content, said second information to identify content of interest, said second target area selected, and said advertising keywords, or any combination of a plurality of items thereof. (Col 11, line 62 through Col 12, line 20)

Claim 8: Kitsukawa discloses a server equipment as recited in claim 7, wherein said advertising keywords include nouns including, at least, the name of an article of trade, and the name of one of various types of utensils, the name of a person, the name of an institution, and the name of a district such as a city; proper nouns; verbs that express an act, occurrence, or mode of being; adjectives; pronouns; and combinations thereof, i.e., compounds, phrases, and sentences. (Col 8, line 37- Col 9, line 23)



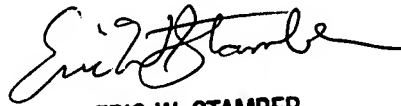
### Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to John Van Bramer whose telephone number is (571) 272-8198. The examiner can normally be reached on 6am - 4pm Monday through Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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